

Message Text

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PAGE 01 KUWAIT 00612 311430Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----311535Z 123285 /53

R 311351Z JAN 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 7193
USDOC WASHDC
INFO AMEMBASSY AMMAN
AMEMBASSY DOHA
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AMEMBASSY MUSCAT
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMCONSUL DHAHRAN
USINT BAGHDAD

UNCLAS KUWAIT 0612

USDOC FOR BIC/CAGNE FOR TENNEY AND RYAN

E.O. 11652: N/A
TAGS: BEXP BTRA KU
SUBJECT: EXPORT DEVELOPMENT OF WOOD PRODUCTS: HEARIN VISIT

REF: JIDDA 0709 AND PREVIOUS

1. JOSEPH HEARIN OF HERIN FOREST INDUSTRIES, PORTLAND, OREGON, SPENT APPROXIMATELY A DAY AND A HALF IN KUWAIT WITH APPOINTMENTS WITH THREE OF THE MAJOR BUILDING MATERIAL IMPORTERS AND WOOD PRODUCTS USERS AS PART OF A VOLUNTARY FACT-FINDING MISSION FOR THE PROPOSED NATIONAL FOREST PRODUCTS ASSOCIATION IOGA TRADE MISSION AND TO PROMOTE HIS OWN PRODUCT LINE.

2. HEARIN'S CONCLUSIONS ABOUT THE KUWAITI MARKET FOR US
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WOOD PRODUCTS CORRESPOND TO HIS PERCEPTIONS OF THE SAUDI MARKET (JIDDA 0709). ROUGH TIMBER AND SAWN LUMBER ARE AREAS WHERE AMERICAN FIRMS CANNOT POSSIBLY MATCH THE LOW PRICES OF THE PRESENT EUROPEAN AND FAR EASTERN SUPPLIERS. KUWAIT DEMAND FOR SPECIALTIY WOOD PRODUCTS, ESPECIALLY THOSE RESULTING FROM NEW TECHNOLOGIES (E.G. PLYWOOD PANELING, FIBERBOARD, WOOD MOLDINGS, MILLWORK PRODUCTS, TREATED LUMBER

AND SIDINGS) PRESENT MARKETS THAT ARE PENETRABLE BY AMERICAN FIRMS.

3. EMBASSY CONCURS WITH JIDDA'S COMMENT THAT INDIVIDUAL COMPANY VISITS FROM FIRMS PRODUCING SPECIALTY PRODUCTS REPRESENTING NEW OR IMPROVED FOREST PRODUCTS WILL HAVE BETTER RESULTS THAN FULL-FLEDGED IOGA. APRIL SCHEDULING REGARDED FEASIBLE, EITHER FOR IOGA OR PRIVATE FIRM VISITS.

4. FOLLOWING IS STRICTLY NOT FOR PUBLICATION OR SHARING WITH NFPA AND SHOULD BE TREATED AS BUSINESS CONFIDENTIAL. IN TWO OF HIS THREE APPOINTMENTS IN PROMOTING HIS OWN COMPANY, MR. HEARING WAS REQUESTED TO SUPPLY QUOTATIONS ON A NUMBER OF HIS PRODUCTS, PRIMARILY PANELING AND WOOD MOLDING. HEARIN EXPECTED GOOD SALES TO FOLLOW. A PERSONAL VISIT WITH SAMPLES AND PRICE SHEET IN HAND PROVED TO BE HEARIN'S BEST MARKETING TOOL FOR KUWAIT. MAESTRONE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770033-1244
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t1977013/aaaaaciq.tel
Line Count: 80
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Message ID: 400061d3-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 JIDDA 709
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3537613
Secure: OPEN
Status: NATIVE
Subject: EXPORT DEVELOPMENT OF WOOD PRODUCTS: HEARIN VISIT
TAGS: BEXP, BTRA, KU
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/400061d3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009